

Amendments to the Claims:

The following listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Currently Amended) An electro-optical ~~apparatus~~ apparatus, comprising:
an electro-optical device having an image display region on which projection light from a light source is ~~incident~~; incident, the electro-optical device having a first surface and a second surface facing opposite from the first surface; and

a mounting case including a plate disposed to face ~~one~~ the first surface of the electro-optical device and a cover ~~to cover~~ disposed to face the second surface of the electro-optical device; device such that the electro-optical device is at least partially between the plate and the cover, a portion of the cover abutting against the plate, the mounting case accommodating the electro-optical device by holding at least a portion of a peripheral region located at a circumference of the image display region of the electro-optical device with at least one of the plate and the cover,

the cover having a surface area increasing portion to increase the surface area thereof.

2. (Original) The electro-optical apparatus according to claim 1,
the cover having a sidewall portion facing a side surface of the electro-optical device, and

the surface area increasing portion increasing the surface area of the sidewall portion.

3. (Currently Amended) The electro-optical apparatus according to claim 1,
the surface area increasing portion having fins protruding outward from the surface of the cover.

4. (Currently Amended) The electro-optical apparatus according to claim 3,

the fins being formed to correspond to the direction of the flow of cooling air which is supplied to the electro-optical device encased in from the outside of the mounting case.

5. (Original) The electro-optical apparatus according to claim 3,
the fins being provided in a straight shape.

6. (Currently Amended) An electro-optical apparatus, comprising:
an electro-optical device having an image display region on which projection
light from a light source is incident; and
a mounting case including a plate disposed to face on surface of the electro-
optical device and a cover to cover the electro-optical device, a portion of the cover abutting
against the plate, the mounting case accommodating the electro-optical device by holding at
least a portion of a peripheral region located at a circumference of the image display region of
the electro-optical device with at least one of the plate and the cover,
the cover having a surface area increasing portion to increase the surface area
thereof,
the surface area increasing portion having fins protruding from the surface of
the cover. ~~The electro-optical apparatus according to claim 3,~~
the fins being arranged in a zigzag shape.

7. (Original) The electro-optical apparatus encased in the mounting case according to claim 6,
the fins, being arranged in the zigzag shape, include a first column of fins having a plurality of small fins, and a second column of fins extending in parallel with the first column of fins and having a plurality of small fins, and

one of the small fins of the plurality of fins that constitute the second column of fins being formed to be positioned adjacent to a gap between the small fins of the plurality of fins that constitute the first column of fins

8. (Original) The electro-optical apparatus according to claim 7,
the gap between the small fins being longer than a length of the small fin.
9. (Original) The electro-optical apparatus according to claim 7,
a pitch between the small fins, which includes the gap between the small fins,
being 3 mm or more.
10. (Original) The electro-optical apparatus according to claim 7,
a height of the small fin being 0.5 mm or more, and a width of the small fin
being 0.3 mm or more.
11. (Original) The electro-optical apparatus according to claim 1,
the fins including the first column of fins and the second column of fins
extending in parallel with the first column of fins, and
a gap between the first column of fins and the second column of fins being 1
mm or more.
12. (Currently Amended) An electro-optical apparatus, comprising:
an electro-optical device having an image display region on which projection
light from a light source is incident; and
a mounting case including a plate disposed to face one surface of the electro-
optical device and a cover to cover the electro-optical device, a portion of the cover abutting
against the plate, the mounting case accommodating the electro-optical device by holding at
least a portion of a peripheral region located at a circumference of the image display region of
the electro-optical device with at least one of the plate and the cover,

the cover having a surface area increasing portion to increase the surface area thereof. ~~The electro-optical apparatus according to claim 1,~~

the surface area increasing portion including dimples provided to form concave portions on the surface of the cover.

13. (Original) The electro-optical apparatus according to claim 1, the cover being made of a material of high heat conductivity.

14. (Currently Amended) A mounting case, comprising:
a plate disposed to face ~~one~~ a first surface of an electro-optical device in which light emitted from a light source is incident on an image display ~~region,~~ region the electro-optical device having a second surface facing opposite from the first surface, and
a cover ~~to cover~~ disposed to face the second surface of the electro-optical device, device such that the electro-optical device is at least partially between the plate and the cover, a portion of the cover abutting against the plate,

the mounting case accommodating the electro-optical device by holding at least a portion of a peripheral region located at a circumference of the image display region of the electro-optical device with at least one of the plate and the cover, and
the cover having a surface area increasing portion to increase the surface area of the cover.

15. (Original) The mounting case according to claim 14,
the cover having a sidewall portion facing a side surface of the electro-optical device, and
the surface area increasing portion increasing the surface area of the sidewall portion.

16. (Original) A projection display apparatus, comprising:
the electro-optical apparatus according to claim 1;

the light source;
an optical system to guide the projection light into the electro-optical device;
a projection optical system to project the light emitted from the electro-optical device; and
a cooling air discharging portion to supply cooling air to the electro-optical apparatus.

17. (New) An electro-optical apparatus according to claim 1, wherein the plate, cover, and the electro-optical device are stacked in a stacked direction, the surface area increasing portion of the cover including a tapered surface tapered in the stacked direction, the tapered surface having an arched surface that extends in the stacked direction.